

# **APPENDIX 4**

## STIMULUS = TEST

Q1 ...Do you associate PRETZEL CRISPS with only one company,  
more than one company, no company, or don't you know?

		Frequency	Percent
Valid	Only one company	95	29.1
	More than one company	92	28.1
	No company	83	25.4
	Don't know / no opinion	57	17.4
	Total	327	100.0

a. STIMULUS = TEST

**Q3 From what you know, what company do you associate with PRETZEL CRISPS?<sup>a</sup>**

		Frequency	Percent
Valid	[I don't know / no opinion]	35	36.8
	As I said, I can see the package but I cannot remember the name - is this a British survey? What the heck is a pretzel CRISP? Is that the same thing as a pretzel or is it more like a potato chip?	1	1.1
	Can't recall - They are in the blue package. Don't know the brand.	1	1.1
	Can't recall	1	1.1
	Can't remember name	1	1.1
	can't think of the company	1	1.1
	Crisp company	1	1.1
	Don't remember	1	1.1
	Don t recall	1	1.1
	Either Nabisco, or Lays	1	1.1
	herr's	1	1.1
	I am not sure.	1	1.1
	I associate them with snyders pretzel company that makes all different kinds of pretzels that taste great and are made great	1	1.1
	I don't know the name but I can visualize the package	1	1.1
	keebler	1	1.1
	Keebler	1	1.1
	Lays	1	1.1
	nabisco	1	1.1
	Nabisco	2	2.1
	Old Dutch	1	1.1
	Pepperiage Farmes	1	1.1
	Pretzel Crisps	2	2.1
	Pretzel Factory	1	1.1
	Pretzel thins	1	1.1
	Pretzel Thins	1	1.1
	Ritz	3	3.2
	rold gold	2	2.1
	Rold Gold	5	5.3
	ROLD GOLD	1	1.1
	snack factory	6	6.3
	Snack factory	1	1.1
	Snack Factory	7	7.4
	snack pantry	1	1.1
	snyders	1	1.1
	Snyders	2	2.1
	synders	1	1.1
	The company that comes to mind is Snyder's.	1	1.1
	The Snack Factory	1	1.1
	Town House	1	1.1
	Town HOUSE	1	1.1
	Total	95	100.0

a. Asked only of the 95 survey participants that indicated "Only one company" in response to Q3.

## STIMULUS = CONTROL

**Q1 ...Do you associate CRACKER THINS with only one company, more than one company, no company, or don't you know?**

		Frequency	Percent
Valid	Only one company	75	22.9
	More than one company	128	39.0
	No company	85	25.9
	Don't know / no opinion	40	12.2
	Total	328	100.0

a. STIMULUS = CONTROL

**Q3 From what you know, what company do you associate with CRACKER THINS?<sup>a</sup>**

		Frequency	Percent
Valid	[I don't know / no opinion]	11	14.7
	Carr's	1	1.3
	Cheez it	1	1.3
	cheeze its	1	1.3
	Has lots of snack options	1	1.3
	keebler	1	1.3
	Keebler	2	2.7
	nabisco	6	8.0
	Nabisco	18	24.0
	NABISCO	2	2.7
	Nabisco.	1	1.3
	nibscoco	1	1.3
	nisbsco	1	1.3
	no	1	1.3
	Quality	1	1.3
	ritz	1	1.3
	Ritz	3	4.0
	Ritz Cracker	1	1.3
	RITZ crackers	1	1.3
	their crunchy	1	1.3
	thin crackers company	1	1.3
	Thin, crispy and full of grains.	1	1.3
	townhouse kelloggs	1	1.3
	triscuit	1	1.3
	Triscuit	1	1.3
	triscuits	1	1.3
	wheat thins	3	4.0
	Wheat thins	1	1.3
	Wheat Thins	5	6.7
	Wheat Thins.	2	2.7
	Wheat Thinss	1	1.3
	WheatThins	1	1.3
	Total	75	100.0

a. Asked only of the 75 survey participants that indicated "Only one company" in response to Q3.

## STIMULUS = TEST

### Verbatim Responses of survey respondents who associate PRETZEL CRISPS with ONLY ONE COMPANY: TEST<sup>a</sup>

	ID	Q2 Why do you associate PRETZEL CRISPS with only one company?	Q2A Anything else?	Q3 From what you know, what company do you associate with PRETZEL CRISPS?	Q3A Why do you say that?	Q3B Anything else?
1	1024	[I Don't know / no opinion]		I am not sure.	I like pretzel crisps. Comes in a blue and white bag. Not sure who produces them	No
2	1051	Herr's	none	herr's	they have the best quality	none
3	1056	Rold Gold	no	Rold Gold		
4	1085	[I don't know / no opinion]		[Don't know / no opinion]		
5	1117	Pretzel flats	No	Pretzel flats		
6	1137	I have had them before But I forget the name. I believe it is Pepperage farms.	There may be others but I can not think of any	Pepperiage Farmes	I have had them before and they are very memorable.	They are a good product to serve during the Holiday's with dips.
7	1175	Familiar with the product	no	Snack factory	I have eaten them	no
8	1195	I've only had them once, and don't remember the name of that company	nothing, not that I can think of	I've only had them once, and don't remember the name of that company		
9	1217	A company that makes Pretzels and nothing else	No	A company that makes Pretzels and nothing else		
10	1222	have vaguely seen them but never bought them. all packaging looks the same so I assume it's the same company.	no			
11	1241	can only think of one	nope			
12	1271	I just do.	NO	Pretzel Crisps	My son loves pretzels	No
13	1284	potato chip companies make them	no			
14	1285	[I don't know / no opinion]		[Don't know / no opinion]		
15	1294	I have only seen them made by one company	No	Either Nabisco, or Lays	I think I might be correct	No
16	1306	snyders	no	synders	that's the only one I know	no
17	1341	I only recall seeing this made by one company.	no	can't think of the company	I don't normally buy pretzels due to sodium content so I don't pay much attention.	no
18	1344	I have only seen them in one type of bag	Dont know the brand but its a blue and white bag	Lays	I think it is but not sure	No
19	1345	[I don't know / no opinion]		[I don't know / no opinion]		

**Verbatim Responses of survey respondents who associate PRETZEL CRISPS with ONLY ONE COMPANY: TEST<sup>a</sup>**

	ID	Q2 Why do you associate PRETZEL CRISPS with only one company?	Q2A Anything else?	Q3 From what you know, what company do you associate with PRETZEL CRISPS?	Q3A Why do you say that?	Q3B Anything else?
20	1356	Rold Gold	No	Rold Gold	I believe that is the name that I saw on the packet of pretzel crisps that I bought, but I could be mistaken.	No, at this time, no.
21	1363	[I don't know / no opinion]		[I don't know / no opinion]		
22	1372	Only saw them one time never saw again.	No.	Old Dutch	Popular brand.	No.
23	1416	[I don't know / no opinion]		[I don't know / no opinion]		
24	1422	cause im only familiar with that one	no	rold gold	because its the only one i know	no
25	1441	I have bought them in a blue bag , not sure if there is other brands	no	The Snack Factory	I have purchased them	no
26	1471	Because it is a unique product.	No.			
27	1493	I have only noticed the one brand on the shelves at the grocery store.	no	Nabisco	I have seen them	no
28	1499	Snack Factory	no	Snack Factory	on the front of the bag, they name their pretzel snacks Pretzel Crisps	no
29	1508	Nebisco	No	Town HOUSE	I think they make them	No
30	1510	I think there is only one company that began making them and they are good	no nothing else	Pretzel Thins	Because I love pretzels and I have bought the Thin style pretzels which are great for dipping in Hummus	They are crunchy throughout and a taste treat
31	1520	Snack Factory	no	Snack Factory	That's the brand I have purchased in the past	no
32	1530	I have only seen one advertized	no			
33	1532	[I don't know / no opinion]		[I don't know / no opinion]		
34	1536	I've only seen one brand of pretzel crisps in my local stores.	no			
35	1572	It's the company that has either the blue, green or red packaging at the top and the product shot in the middle. I can't recall the company name though.	Pretzel thins is the product name I believe.			
36	1576	snack factory	no	snack factory	it's the brand i buy	no
37	1585	[I don't know / no opinion]		[I don't know / no opinion]		
38	1588	because that is how i feel	no			
39	1598	[I don't know / no opinion]		Ritz	I think that is the company who makes pretzel crisps	Maybe its Keebler, not Ritz
40	1606	I have only seen one brand of pretzel crisps in the store	No	Don't remember	Because I can't remember the brand name	No

**Verbatim Responses of survey respondents who associate PRETZEL CRISPS with ONLY ONE COMPANY: TEST<sup>a</sup>**

	ID	Q2 Why do you associate PRETZEL CRISPS with only one company?	Q2A Anything else?	Q3 From what you know, what company do you associate with PRETZEL CRISPS?	Q3A Why do you say that?	Q3B Anything else?
41	1625	I just assume pretzel crisps are made and sold by one company.	I am not aware of many company's making pretzel crisps like many company's make potato chips.			
42	1638	rold gold	nope	rold gold	they make pretzels	nope
43	1672	[I don't know / no opinion]		[I don't know / no opinion]		
44	1677	here there are only about 3 different companies that offer pretzels in our area	no			
45	1706	i have only bought them from one company	no	snack factory	the only company i have ever seen selling them	no
46	1713	[I don't know / no opinion]		Don t recall	Don t remember	No
47	1720	snyders	nope	snyders	They are the best and only great pretzel crisp brand	nope
48	1726	I buy Snyder's pretzels. I don't usually buy pretzel chips. In the store, there is usually one brand to choose from.	I don't have another answer.	The company that comes to mind is Snyder's.	This is the company I buy my pretzels from.	I don't know another brand.
49	1795	I only know of one company	Nothing else	Crisp company	I have heard of it before	Nothing else
50	1797	Pretzel thins	No	Pretzel thins	I think that's the only ones I've seen.	No
51	1806	[I don't know / no opinion]		[I don't know / no opinion]		
52	1817	I can only think of one company that makes a product called pretzel crisps which is Snack Factory. I can't recall any other companies that have something called pretzel crisps.	Nothing else that I can think of right now.	Snack Factory	It is the company that makes pretzel crisps. They are called Snack Factory Pretzel Crisps.	No.
53	1819	Have only seen one kind	Nope	Can't remember name	Because I can't remember	No
54	1842	I see them in the store in one company's packaging	No	I don't know the name but I can visualize the package	I seldom buy them	No
55	1843	[I don't know / no opinion]		[I don't know / no opinion]		
56	1852	I only know one brand that makes them	No	snack factory	That is the only one I know	no
57	1860	[I don't know / no opinion]		[I don't know / no opinion]		
58	1865	Because when I buy them, I typically look for the same brand which goes by that name.	No			
59	1874	Most of the types of pretzels are from the company I think of	no	Rold Gold	I see it when I go shopping	no
60	1880	[I don't know / no opinion]		[I don't know / no opinion]		

**Verbatim Responses of survey respondents who associate PRETZEL CRISPS with ONLY ONE COMPANY: TEST<sup>a</sup>**

	ID	Q2 Why do you associate PRETZEL CRISPS with only one company?	Q2A Anything else?	Q3 From what you know, what company do you associate with PRETZEL CRISPS?	Q3A Why do you say that?	Q3B Anything else?
61	1912	Ritz is the one comes to mind	Nothing else	Ritz	I believe I have seen them in the store and they are thin.	No thanks
62	1917	Can only recal seeing one brand	no	Snack Factory	Have bought them	no
63	1920	I see the image of them on the package when I hear the words.	not that I can think of	Can't recall - They are in the blue package. Don't know the brand.	Because I can recall the package in my head, but cannot recall the brand name.	no
64	1930	[I don't know / no opinion]		[I don't know / no opinion]		
65	1962	Rold Gold	nope	Rold Gold	Because its what I remember	Nope
66	1968	ROLD GOLD	no	ROLD GOLD	That is the one I buy	no
67	1976	[I don't know / no opinion]		[I don't know / no opinion]		
68	1985	Because I've only seen one kind based on the color & name on the bag	i can't remember the brand name, but I think it's Snyders	Snyders	Just picturing the bag, and trying to remember	I bought them at dollartree 1 year ago, and I see them from time to time, but in a much smaller bag
69	2040	I can see the package but I cannot remember the name of the company	no	As I said, I can see the package but I cannot remember the name - is this a British survey? What the heck is a pretzel CRISP? Is that the same thing as a pretzel or is it more like a potato chip?	because it is confusing. This is a pretty irritating survey - not in American English	no
70	2055	[I don't know / no opinion]		[I don't know / no opinion]		
71	2077	As far as i remember Ive only seen one brand	no nothing else	snack factory	thats the company Ive bought pretzels crisps from	no
72	2105	[I don't know / no opinion]		Can't recall	Cant remember the name of the company.	No
73	2110	they are the best from the one but don't remember name	none			
74	2123	I buy a snack pantry crisps only	no	snack pantry	that's what I think their name is	no
75	2124	i would have to say snyders they make pretzels	the maker of pretzels that have a great flavor and taste	I associate them with snyders pretzel company that makes all different kinds of pretzels that taste great and are made great	they are a big company that has made pretzels for years and are very well know	nothing
76	2145	Rold Gold	no	Rold Gold	I think Ive seen them.	n0
77	2182	Snack Factory	no	Snack Factory	To the best of my knowledge, that is the only company that makes pretzel crisps	no
78	2198	nabisco	none	nabisco	not sure	none



**Verbatim Responses of survey respondents who associate PRETZEL CRISPS with ONLY ONE COMPANY: TEST<sup>a</sup>**

	ID	Q2 Why do you associate PRETZEL CRISPS with only one company?	Q2A Anything else?	Q3 From what you know, what company do you associate with PRETZEL CRISPS?	Q3A Why do you say that?	Q3B Anything else?
79	2208	because it's a brand	no	Pretzel Crisps	because that's the brand name	no
80	2238	[I don't know / no opinion]		[I don't know / no opinion]		
81	2244	because I can only picture seeing them in one type of packaging	no			
82	2304	Keebler	no	Keebler	i have bought them	no
83	2335	I can only recall the name of one company and that is Snyders. However, I have purchased other pretzels from other companies, but cannot recall the names.	No	Snyders	I purchase most of my pretzels from them and their name stands out prominently on the bag.	No
84	2336	i've only seen packaging from one company in the stores	no	snack factory	good memory	no
85	2351	snack family	pretzel crisps	snack factory	it is on the bag	no
86	2357	[I don't know / no opinion]		[I don't know / no opinion]		
87	2383	I think of pretzel crisps as those flat pretzels that come from the Pretzel Factory	no	Pretzel Factory	It seems I remember buying a couple of times and I think that this was the manufacturer's name	no
88	2393	Rold Gold	Nabisco	Rold Gold	Most common brand I see that sells pretzels.	Nabisco.
89	2413	Seems like a product name	No			
90	2438	I've only seen them in the store as being from Snack Factory company	no	Snack Factory	that's the name of the company that I see in stores on the packages of pretzel crisps	no
91	2448	I only remember one company that sells pretzel crisps in the grocery stores.	It's usually in the cracker section.	Town House	It's what I seem to remember	no
92	2469	I do not recall seeing pretzel crisps being made by any other company than the one I have in mind.	no	Ritz	That is the image in my head when I think of pretzel crisps.	no
93	2477	Snobbler's	Nabisco	Nabisco	A sense.	No.
94	2480	snack factory	Keebler	Snack Factory	because I have purchased them	no
95	2487	kebbler	no	keebler	they make crackers	no

a. STIMULUS = TEST

## STIMULUS = TEST

### Verbatim Responses of survey respondents who associate PRETZEL CRISPS with MORE THAN ONE COMPANY: TEST<sup>a</sup>

	ID	Q4 Why do you associate PRETZEL CRISPS with more than one company?	Q4A Anything else?
1	1012	because many companies make pretzel products	no
2	1017	When one brand name company comes out with a new idea, then everyone else hops on the band wagon and produces a similar product.	No.
3	1064	I can sometimes get them at family dollar for a more affordable price in the clover valley brand instead of the name brand at the grocery store.	I can also get them in the deli at the grocery store with my hummus snack on a busy work day .
4	1073	Pretzel Crisps sounds like a generic name and could be applied to any type of pretzel that is thin and crispy like a chip or thin cracker. And also I don't think that it's a brand name.	nothing else.
5	1084	pretzels are a generic term for this snack item but ive never heard crisps used with it	thats it
6	1090	[Don't know / no opinion]	
7	1114	[Don't know / no opinion]	
8	1122	I have seen them with major brand name and also at my local Aldi's store	They are all good and I really enjoy them better than crackers
9	1146	Because they're very popular	no
10	1155	Several companies have begun to make them	no
11	1159	I have seen different pretzel crisps brands in the market.	no
12	1212	there are a few companies that mke them	i consider the name as generic of any pretzel that is crunchy
13	1227	store brand and others co	na
14	1243	different companies make them, but its up to how much money I have at that time	different companies, different flavores
15	1264	could be several brands	popular idea
16	1311	I don't think that only 1 company produces a pretzel crisp product	No
17	1318	[I don't know / no opinion]	
18	1328	I am sure there are more than one brand of pretzels	no
19	1354	Seems like I have seen them in multiple store varieties	Have seen them before in stores
20	1364	because there are different brands that make pretzels	none
21	1371	snyders	hanover
22	1395	theres many	non
23	1404	Well, there are several companies that make "pretzel crisps" and I have purchased pretzels from more than one company that makes pretzels!	Well, while I have purchased pretzels from more than one company, I do prefer one brand more so than others!
24	1408	[I don't know / no opinion]	
25	1455	I have seen several brands of pretzels	no
26	1463	multiple brands advertise this	no , that is why
27	1486	I have had many types of pretzel crisps from many companies	no
28	1487	because I know that there are different kinds of brands	I can no think of anything else

**Verbatim Responses of survey respondents who associate PRETZEL CRISPS with MORE THAN ONE COMPANY: TEST<sup>a</sup>**

	ID	Q4 Why do you associate PRETZEL CRISPS with more than one company?	Q4A Anything else?
29	1506	a number of companies do sell different types of pretzels	none
30	1539	i have seen different name brands for this product.	no
31	1542	[I don't know / no opinion]	
32	1565	[I don't know / no opinion]	
33	1580	cause there are more than one company that makes pretzels	no
34	1605	[I don't know / no opinion]	
35	1616	hienz	nothing
36	1628	There is more than one company who makes them	no
37	1635	They may not be called exactly that name, but there are several vendors who sell variations on pretzels, different formulations, shapes, etc.	no
38	1646	Because more than one company makes them.	No
39	1649	seen more than 1	no
40	1656	Utz	Rold Gold
41	1662	Rold Gold	n/a
42	1678	more than one company make then	no
43	1683	Have bought pretzels that were made by different companies	No
44	1710	I have seen them at a couple different grocery stores and they are different brands	NO
45	1714	I know some brands	none
46	1724	there are multiple formulations shapes/sizes flavors that create preztels - crisps	no
47	1734	Snyder's	store brand
48	1753	Because Ritz, Keebler, and Synders have a variety of these	no
49	1757	I have seen them across various brands.	no
50	1765	Several companies make them - are at store from which to select	None
51	1768	I recall seeing different brands in the store	No
52	1772	There is more than one company that make pretzel chips	n/a
53	1777	because they are made by more than 1 company	no
54	1796	[I don't know / no opinion]	
55	1812	[I don't know / no opinion]	
56	1813	I just think I can find it in more than one area of the store	they can be pretty salty
57	1816	[I don't know / no opinion]	
58	1823	i have seen the product produced and on the shelf for more than one brand	no
59	1836	Because more than one company makes pretzels. Duh!	No.
60	1844	there are a couple options out there	no
61	1855	Rolled Gold, Utz	Nope
62	1862	I have seen several different varieties and brands at different stores over the years.	the names don't come to mind off hand.
63	1915	[I don't know / no opinion]	
64	1939	Seems like I've seen several "brand names."	Well, let me see. . . . No, nothing else.
65	1953	because more than one company makes them	No
66	1959	so many out there	no
67	1971	more then one company makes them	none

**Verbatim Responses of survey respondents who associate PRETZEL CRISPS with MORE THAN ONE COMPANY: TEST<sup>a</sup>**

	ID	Q4 Why do you associate PRETZEL CRISPS with more than one company?	Q4A Anything else?
68	1974	I don't pay much attention to brands when it comes to pretzels.	No
69	2000	I am not brand faithful, and pick up whatever looks good to me at the time or the best buy on the product.	Nope
70	2005	I think I have bought these from more than one company.	No.
71	2022	More companies make this	No
72	2027	There are many companies that make them	no
73	2038	many diff companies offer pretzels	not applicable
74	2058	I only buy one brand of pretzel crisps	Nope
75	2071	I've seen several	No
76	2072	Because I believe there are a few companies that make them.	No, but I have tried them. They are by the crackers.
77	2096	Because I have seen multiple brands next to each other on store shelves	no
78	2122	i think both nabisco, keebler and other companies make this product.	proctor and gamble and perhaps trader joe's too
79	2130	generic name, many companies make pretzels	nothing else
80	2155	several companies have pretzel crisps	none
81	2204	Ritz,	Not now
82	2231	Many companies make pretzel chips	None
83	2234	because i have seen more than one company offering this type of snack in the grocery store	no
84	2245	I HAVE SEEN DIFFERENT BRANDS AT THE STORE - APPEARS TO BE A GROWING MARKET	NO
85	2256	Because ano other company can make this kind of pretzel	Pretzels are everywhere and in different shapes and flavor so any brand can advertise it
86	2262	there are different brands	no
87	2306	I think I remember seeing them made by more than one company.	no
88	2374	because more the one cmpany makes them	no
89	2423	I have eaten	No
90	2440	Herr's ,synders	no
91	2445	There is other brand names that offer this type of product.	Nothing
92	2489	Snyder's and Pretzel Factory make them	no

a. STIMULUS = TEST

## STIMULUS = TEST

### Verbatim Responses of survey respondents who associate PRETZEL CRISPS with NO COMPANY: TEST<sup>a</sup>

	ID	Q5 Why do you associate PRETZEL CRISPS with no company?	Q5A Anything else?
1	1013	[Don't know / no opinion]	
2	1022	[Don't know / no opinion]	
3	1031	never heard of them	no
4	1050	[I don't know / no opinion]	
5	1058	i have seen them in various places	no
6	1124	[I don't know / no opinion]	
7	1127	[I don't know / no opinion]	
8	1143	I know they exist, but cannot recall what company produces them. I assume Rold Gold or Snyder's. I can't think of any other company that makes pretzels. But I am not sure who makes pretzel crisps.	no, thanks.
9	1187	[I don't know / no opinion]	
10	1198	Never seen them	no
11	1211	Don't buy	no
12	1265	I assume they can be made by a number of different brands. It's a new idea, and several brands are probably coming out with them.	Nope
13	1307	[I don't know / no opinion]	
14	1317	I can't recall a name of a company at the moment.	I wanna say the company Utz but I know there are more that are escaping me at the moment.
15	1347	It's like potato chips just a name of a product	No
16	1374	[I don't know / no opinion]	
17	1388	[I don't know / no opinion]	
18	1460	I recognize the name of the product but don't know who makes it	No
19	1473	[I don't know / no opinion]	
20	1474	I can't remember the name on the bag of pretzel crisps	no
21	1525	I dont eat pretzel crisps	no
22	1527	[I don't know / no opinion]	
23	1559	[I don't know / no opinion]	
24	1569	[I don't know / no opinion]	
25	1618	I buy for flavors and not so much ch a particular brand	No
26	1653	I have never heard of this product	no
27	1659	I enjoy them but cannot recall who makes the ones I like.	No
28	1681	[I don't know / no opinion]	
29	1688	really not familiar with the term	nope
30	1695	I know pretzels, not pretzel crisps.	No
31	1702	i have seen pretzel crisps in the store just dont recall the brand	no

**Verbatim Responses of survey respondents who associate PRETZEL CRISPS with NO COMPANY: TEST<sup>a</sup>**

	ID	Q5 Why do you associate PRETZEL CRISPS with no company?	Q5A Anything else?
32	1730	I can't remember the name	no
33	1732	I haven't heard of pretzel crisps before. Just regular pretzels.	no
34	1767	I don't buy them so I don't know who makes them	No
35	1810	I have a general understanding of what a pretzel crisp is, but it doesn't rise to the level of other snack foods (for example, Doritos or Pringles) that have a stronger and more memorable brand recognition.	No.
36	1818	I cannot think of any brand names that make pretzel crisps.	Not that I can think of.
37	1870	I think that the package only contains the words "Pretzel Crisps." I don't recall ever seeing a brand name	Nope
38	1896	I have never bought or eaten them. I have no interest in them. I don't know who makes them.	no
39	1927	I just know of the product, but cannot remember who makes them	No
40	1928	I have not seen this product in my local grocery store. So I have no company to associate with the pretzel crisps name.	I do not have anything else.
41	1934	Nabisco	No
42	1941	Because I believe there are many companies that make pretzels	I don't believe Wong company has a particularly large market share
43	1944	I don't keep up with the different brand names.	NA
44	1952	I have no idea who makes them	Nothing
45	1956	I have never heard of a Pretzel Chisps	nothing else
46	1984	I know what they look like and what kind of small bag they come in but I do not know the brand name	no
47	1997	[I don't know / no opinion]	
48	2011	When I think of them I don't think of a specific brand	No
49	2019	i don't remember the name of the company when I first tried them.	no
50	2065	Don't buy	No
51	2095	i do not buy them so do not know about them	no
52	2098	no reason	no
53	2115	[I don't know / no opinion]	
54	2128	cant think of company that makes these	No
55	2151	do not buy them am not familiar	no
56	2165	I can't remember who makes them	no, jsut that they come in different varieties
57	2173	Pretzel crisps can be sold by anybody.	Nope!
58	2211	I do not know the name of the company.	no
59	2237	[I don't know / no opinion]	
60	2242	I havent bought them that often	no
61	2248	Rold Gold	
62	2255	Don't consume them	No
63	2263	I don't remember who makes them	No
64	2265	Just can't remember company but they were good.	No
65	2282	Don't know of any	No

**Verbatim Responses of survey respondents who associate PRETZEL CRISPS with NO COMPANY: TEST<sup>a</sup>**

	ID	Q5 Why do you associate PRETZEL CRISPS with no company?	Q5A Anything else?
66	2309	I don't think about it much	no
67	2323	Pretzel flats	
68	2333	I've only had them once, and don't remember the name of that company	
69	2342	do not know any company that makes pretzel crisps	nothing
70	2346	i never heard of them	no
71	2347	i can't recall the company that makes pretzel crisp	no
72	2370	I have never seen them	no
73	2380	No company in mind.	None
74	2389	I have never heard of it before.	none
75	2390	A company that makes Pretzels and nothing else	
76	2396	I don't know who makes them.	Nope.
77	2402	Cant remember the name of company but know what package looks like	no
78	2403		
79	2419	I know of them but I don't know who makes them	I have tried them/bought them before
80	2456		
81	2479	never had them but would be willing to try them	no
82	2483		
83	2484	never heard of them	no

a. STIMULUS = TEST

## STIMULUS = CONTROL

### Verbatim Responses of survey respondents who associate CRACKER THINS with ONLY ONE COMPANY: CONTROL<sup>a</sup>

	ID	Q2 Why do you associate CRACKER THINS with only one company?	Q2A Anything else?	Q3 From what you know, what company do you associate with CRACKER THINS?	Q3A Why do you say that?	Q3B Anything else?
1	1009	I can only recall seeing Carr's thin crackers	no	Carr's	It's the only one I can think of	no
2	1037	[I don't know / no opinion]		Nabisco	Just what I think	No
3	1088	I grew up eating Wheat Thins	No, not at this time	Nabisco	Faulty memory	No
4	1109	Ritz is the only one I know of	No	Ritz	That's the only one I know of	No
5	1136	I like wheat thins	No	Nabisco	I believe they make them	No
6	1145	Nabisco	No	Has lots of snack options	I have bought various products	No
7	1177	Nabisco Wheat Thins	nothing	Nabisco	They make Wheat Thins	nothing
8	1197	Thin Crisps	no	Wheat Thinss	That is the only thin cracker brand that I am aware of.	no
9	1201	Wheat thins comes to mind without hesitation	No	Wheat Thins	Association by experience	No
10	1213	I thought of Wheat Thins by Nabisco	no	Nabisco	because they make the only crackers I know of with 'thins' in the name	no
11	1254	I don't recall seeing very many cracker thin products. Therefore, I am assuming that only one company makes them.	no	Nabisco	It is a popular cracker manufacturer.	no
12	1263	[I don't know / no opinion]		keebler	sounds like a keebler product	no
13	1321	[I don't know / no opinion]		nabisco	only brand i can think of	no
14	1322	Nabisco	Ritz	Nabisco	I believe that is the parent company that produces the product.	no
15	1438	cheeze its	noneelse	cheeze its	because of the different cracker products under cheeze itz	none
16	1479	nabisco	no	nisbsco	i love then and they are good for you. wheat thins	no
17	1505	[I don't know / no opinion]		[I don't know / no opinion]		
18	1513	It's the most popular thin cracker and have only seen advertising for this particular cracker	Nothing	[I don't know / no opinion]		
19	1528	townhouse	store brand	townhouse kelloggs	I have seen the type of cracker being sold in store	None
20	1531	special k	no	nabisco	because i think that is what it is	i don't think so



**Verbatim Responses of survey respondents who associate CRACKER THINS with ONLY ONE COMPANY: CONTROL<sup>a</sup>**

	ID	Q2 Why do you associate CRACKER THINS with only one company?	Q2A Anything else?	Q3 From what you know, what company do you associate with CRACKER THINS?	Q3A Why do you say that?	Q3B Anything else?
21	1545	believe this is triscuits	no	triscuits	that's my recall	no
22	1577	nut thins	no	[I don't know / no opinion]		
23	1604	wheat thins	no	nabisco	they have wheat thins	no
24	1614	keebler	nothing	their crunchy	'Cause their baked	their salted
25	1639	Wheat thins	Nope	Wheat thins	That S what it reminds me of	Np
26	1648	I've only ever seen Wheat Thins Cracker Thins	None	Wheat Thins	I've only ever seen Wheat Thins Cracker Thins	No
27	1657	I only remember one	No	Nabisco	That is the one that I purchase	No
28	1671	I immediately think of Nabisco.	I can't think of anything else at this time.	Nabisco	I think of Wheat Thins crackers.	no
29	1679	wheat thins	wheat thins	wheat thins	wheat thins are thin crackers	wheat thins are thin crackers
30	1680	I associate Cracker Thins with only one company RITZ . It is a premium brand with numerous TV, internet and radio ads,	All ads give a positive response to purchase the product	RITZ crackers	RITZ have a new variety of cracker RITZ thins available in great varieties	Nothing else
31	1709	Ritz	No	Wheat Thins	Same name	No
32	1716	because I believe it's a specific product for a brand	no	Wheat Thins	it sounds like the brand	no
33	1735	[I don't know / no opinion]		wheat thins	name is almost same	no
34	1783	[I don't know / no opinion]		[I don't know / no opinion]		
35	1791	The only one I think of are Wheat Thins.	No.	Wheat Thins.	Is the one that comes to mind.	No.
36	1794	It is a brand name.	Nothing.	Cheez it	I don't know.	Nothing.
37	1805	wheat thins	no	[I don't know / no opinion]		
38	1807	wheat thins	no	nibscoco	I just think that	no
39	1825	What I have seen	No	Nabisco	I have seen packages	No
40	1863	Ritz	nothing else	Ritz Cracker	the package im thinking of is red like the ritz cracker box	nothing else
41	1869	Nabisco	No	Nabisco	It makes me think of Nabisco	No
42	1879	there is generally only one brand I buy	no	WheatThins	that's the one I buy	no
43	1900	nabisco i think makes them.	no	nabisco	first thing that came to mind when i saw the name.	nothing else
44	1903	bdcusd it is the best in thst coany	no	thin crackers company	because it is good and delicious	nothing else
45	1929	Keebler	No	Keebler	I think Keebler makes them.	No
46	1979	Triscuit crackers	There wasn't anything else.	[I don't know / no opinion]		

**Verbatim Responses of survey respondents who associate CRACKER THINS with ONLY ONE COMPANY: CONTROL<sup>a</sup>**

	ID	Q2 Why do you associate CRACKER THINS with only one company?	Q2A Anything else?	Q3 From what you know, what company do you associate with CRACKER THINS?	Q3A Why do you say that?	Q3B Anything else?
47	1986	Nabisco	No	Thin, crispy and full of grains.	It true	No
48	1999	Nabisco brand	No	Nabisco	I think it is	No
49	2051	i think they made with triscuit. I only associate them with this company.	nothing else	Triscuit	this is the company that I imagine triscuit making.	nothing else
50	2068	[I don't know / no opinion]		Nabisco	I think they make cracker thins	no
51	2076	I only remember them being made by one company.	Nothing else	Nabisco	It sticks in my mind.	Nothing
52	2102	BECAUSE IT IS ALL I KNOW	I HAVE ONLY TRIED THEM FROM ONE COMPANY	NABISCO	BECAUSE ALL I KNOW	NOPE
53	2103	[I don't know / no opinion]		[I don't know / no opinion]		
54	2126	I've only heard that term used in connection with one company.	No	Ritz	I have heard that term used in advertising	No
55	2149	nabisco	no	nabisco	I remember the logo	no
56	2179	nabisco	no	[I don't know / no opinion]		
57	2218	Because I don't think anyone else makes em	no	[I don't know / no opinion]		
58	2264	Ritz	No	Quality	They r made with good ingredients	No
59	2307	Wheat thins comes to mind.	No	Nabisco.	Because.	No
60	2325	Better they taste really good and have a variable of flavours	No	Ritz	Better they taste so good	No
61	2331	Triscuit	Nothing	triscuit	Because I know that they make thin versions of their crackers	No
62	2350	Wheat Thins by Nabisco	nope	Nabisco	because they also make Wheat Thins	npe
63	2356	Wheat Thins	No	Wheat Thins.	I have purchased them.	No.
64	2376	[I don't know / no opinion]		[I don't know / no opinion]		
65	2381	It's a product name	No	Nabisco	I think it's the company	No
66	2395	The only one I know	I like the crackers	Nabisco	It seems to be the only kind i buy	No can't think of anything else
67	2397	I don't know, I don't have in mind why ,but I associate with only one company .	No	Nabisco	I only buy with Nabisco logo and I think they are the original one	No
68	2398	[I don't know / no opinion]		[I don't know / no opinion]		
69	2417	[I don't know / no opinion]		Wheat Thins	Only one I know	No
70	2436	[I don't know / no opinion]		Keebler	cause I do	no

**Verbatim Responses of survey respondents who associate CRACKER THINS with ONLY ONE COMPANY: CONTROL<sup>a</sup>**

	ID	Q2 Why do you associate CRACKER THINS with only one company?	Q2A Anything else?	Q3 From what you know, what company do you associate with CRACKER THINS?	Q3A Why do you say that?	Q3B Anything else?
71	2446	BECAUSE I'VE USED THE SAME COMPANY FOR YEARS	NOTHING	NABISCO	BECAUSE I CON'T KNOW	NOTHING
72	2449	dont know	no	no	dont know	no
73	2473	nabisco	no	nabisco	advertising	no
74	2485	wheat thins	nabisco	wheat thins	i've bought them	I like the brand
75	2490	i associate with one company because i see advertising or coupons.	no i don't think so.	ritz	i saw advertising for a product from this brand.	no

a. STIMULUS = CONTROL

## STIMULUS = CONTROL

### Verbatim Responses of survey respondents who associate CRACKER THINS with MORE THAN ONE COMPANY: CONTROL<sup>a</sup>

	ID	Q4 Why do you associate CRACKER THINS with more than one company?	Q4A Anything else?
1	1011	there are several companies that make this sort of product	nothing else
2	1014	[I don't know / no opinion]	
3	1023	I can think of a couple of different brands of crackers that are thin.	No
4	1053	I have seen different brands	Some are half pretzel and cracker
5	1054	There are several crackers out there using the word 'thins'.	No
6	1060	nothing	nothing
7	1074	Nabisco	Ritz
8	1078	I have seen them with 2 different companies	no
9	1100	many make them	none
10	1112	I think of at least two companies.	no
11	1125	I have seen more than one brand advertise this type of cracker.	none
12	1140	several varieties are on the shelf at the grocery store	no
13	1158	I am pretty sure that more than one company offers them	thats it
14	1172	There are different types of brands of crackers	no
15	1194	[I don't know / no opinion]	
16	1209	I just assume multiple companies produce a popular product like this.	no
17	1231	I've eaten them before	no
18	1262	Triscuit, and the Blu and white bag by an off brand and cheese its just came out with something like that so that's more than one company	No
19	1301	generic tem	no
20	1302	I know several different brands of cracker thins	I buy several different brands of crackers
21	1308	there are many varieties on the shelves	some more natural thn]an others
22	1326	keebler	nabisco
23	1330	Several companies make thin versions of their regular thickness crackers.	Like what?
24	1332	CITI	no
25	1346	I feel like I have seen various brands on the shelf at the market that have cracker thins.	No.
26	1349	There are wheat thins and also those air puffed thin crackers	nope
27	1366	[I don't know / no opinion]	
28	1369	[I don't know / no opinion]	
29	1375	I can think of several brands	No
30	1378	ritz	wheat thins
31	1393	[I don't know / no opinion]	
32	1414	I consider it multiple because of things like Wheat Thins and Good Things	no
33	1420	Because I have bought them from more than one brand	no

**Verbatim Responses of survey respondents who associate CRACKER THINS with MORE THAN ONE COMPANY: CONTROL<sup>a</sup>**

	ID	Q4 Why do you associate CRACKER THINS with more than one company?	Q4A Anything else?
34	1426	Many companies produce Cracker Thins. This is why is associate more than one company.	No. Nothing else.
35	1436	[I don't know / no opinion]	
36	1445	Cracker thins are a type of cracker that several companies produce.	Nothing else
37	1447	cause more than one company can make them	no
38	1475	They have different crackers that are called thins	No
39	1477	[I don't know / no opinion]	
40	1484	Because there is more than one	no
41	1490	nadisco	no
42	1492	several brands have thin crackers	no
43	1495	There is more than one company producing this item	Nothing
44	1503	[I don't know / no opinion]	
45	1509	Because I always buy different brands	No
46	1518	[I don't know / no opinion]	
47	1538	Because there is more than 1 kind of cracker thins	no
48	1551	[I don't know / no opinion]	
49	1568	There'a a huge variety at grocers.	no
50	1571	many different brands	no
51	1574	I have purchased multiple brands	No
52	1586	either nabisco or keebler	None
53	1587	It might be Nabisco	no
54	1595	several companies make them most are really good	no
55	1626	because more than one company makes and sells them	no
56	1632	It makes me think of wheat thins or generic crackers	No
57	1674	Nabisco makes them and Blue Diamond makes them	Nothing
58	1693	I see different brands on the shelves at stores.	no
59	1704	Because more than one company makes cracker thins.	I have bought cracker thins from more than one company.
60	1725	[I don't know / no opinion]	
61	1727	There are a lot of cracker thins around.	none
62	1733	[I don't know / no opinion]	
63	1737	Various products available including name brand companies and store brands that are similar.	No.
64	1769	I see many in the supermarket whenever I shop	No
65	1778	It seems like a generic description I have seen for more than one product	No
66	1781	There are a few companies that make thin crackers	no
67	1789	Different companies offer the product.	not really
68	1801	it just doesn't seem like it's a proprietary name.	no
69	1811	more than one company makes thin crackers	no
70	1814	nabisco	no

**Verbatim Responses of survey respondents who associate CRACKER THINS with MORE THAN ONE COMPANY: CONTROL<sup>a</sup>**

	ID	Q4 Why do you associate CRACKER THINS with more than one company?	Q4A Anything else?
71	1820	More than one company makes them.	No
72	1838	It sounds like a generic term and I think more than one company uses it to describe their product.	no
73	1841	nabisco pepridge farms	none
74	1847	there are cracker for different companies	None
75	1849	a lot of companies offer thin crackers	no
76	1872	Because they are popular and many companies are making them now.	No
77	1883	because i buy all sorts of crackers from all sorts of companies	no
78	1898	i think of it as a generic classification that can applied to several companies	no
79	1909	wheat thins	cant remember
80	1913	multiple providers of similar products	no
81	1918	Nibco	Zesta
82	1922	because there's all kinds of thin crackers	no, sorry, nothing else
83	1935	because more companies are offering thin crackers	no
84	1937	Because store label cracker thins are made.	NA
85	1938	there ar a lot of them out there	no
86	1945	buy several different brands of them	not really
87	1969	Is Cracker Thins just a description or is it a brand name? I'm not sure. A lot of cracker products sell a think cracker version.	No
88	1970	because more than one company makes thin crackers that could be considered "cracker thins"...	nope.
89	1972	[I don't know / no opinion]	
90	1977	ritz, keebler, wheat thins, blue diamond	no
91	2007	more than one type of company	nope I have nothing else
92	2008	i can think of 2	no
93	2016	Its all part of general foods	no
94	2025	I associate cracker thins with more than one company as they are made by more than one name.	No nothing else. thanks and happy holidays
95	2041	more than one company makes this product	no
96	2048	Wheat thins and other crackers have similar names	And the products look similar
97	2050	Alot of companies have thin crackers	no
98	2061	I think I have seen several different companies making their versions of cracker thins. I think it started with just one company and other stole the idea and ran with it.	I know I bought cracker thins and I kind of remember that there was only a few types initially and now everyone makes them and they come in cookie thins and other thin snacks
99	2075	I remember seeing more them maker of crackers thins.	No
100	2087	wheat thins other brands	no
101	2093	I think a few different brands make them	No
102	2104	peperidge farms	belvedere
103	2106	Because I have seen "CRACKER THINS" at the grocery store from more than one company.	None that I can think of.

**Verbatim Responses of survey respondents who associate CRACKER THINS with MORE THAN ONE COMPANY: CONTROL<sup>a</sup>**

	ID	Q4 Why do you associate CRACKER THINS with more than one company?	Q4A Anything else?
104	2111	i'm not sure if you mean saltine crackers or something thats actually called cracker thins. i presume it means saltine crackers. there is more than one brand	no
105	2120	The word thin is used by many cracker brands	no
106	2125	I have seen the name on a box of Crackers and had never heard the name prior or seen another product like it.	No
107	2129	More than one company makes cracker thins	None
108	2147	Many names for different company	nothing
109	2187	They can be several brands	No
110	2203	have seen several brands at grocery store	no
111	2222	A lot of cracker products are thin.	no
112	2240	Generic name so any snack company could have it.	Does not have enough detail
113	2246	i think i remember a couple different ones	no
114	2258	because there are many different brands that offers the same product	nope
115	2273	different styles and brands	not sure
116	2283	I think I have looked at several brands in the grocery store when purchasing for a party at my home.	no
117	2285	There are different boxes of thins at the supermarket can not be all same company	Too many of the same thing for sale common sense
118	2334	Other companies offer	Nothing else to add here Pancho
119	2338	There are so many products that call themselves "thins" nowadays.	Most of them are in the "better-for-you" section.
120	2343	I feel like it is offered in many different forms	Just my gut feeling I guess
121	2361	There are several brands	Nope
122	2368	I think there are 2 companies that make cracker thins	no
123	2384	I believe there are more than one company that makes cracker thins	no
124	2401	[I don't know / no opinion]	
125	2429	Many companies make cracker thins	no
126	2432	I think there are several companies that make a thin cracker.	no
127	2444	wheat thins	noting
128	2461	Cause Many Companies Make Them	No

a. STIMULUS = CONTROL

## STIMULUS = CONTROL

### Verbatim Responses of survey respondents who associate CRACKER THINS with NO COMPANY: CONTROL<sup>a</sup>

	ID	Q5 Why do you associate CRACKER THINS with no company?	Q5A Anything else?
1	1025	[I don't know / no opinion]	
2	1026	[I don't know / no opinion]	
3	1033	i have no clue who makes them, not sure what they are.	no
4	1035	[I don't know / no opinion]	
5	1052	[I don't know / no opinion]	
6	1065	[I don't know / no opinion]	
7	1120	I've never heard of CRACKER THINS. I know of Wheat Thins, for example...but have never heard of Cracker Thins...not as a brand name, anyway...	I don't believe so, just the fact that I'm not sure if you're referring to CRACKER THINS as a TYPE of product or as a BRAND NAME of a product. Based on the wording and capitalization of the words, I take it as the latter, so if I'm wrong that's my mistake...I suppose?
8	1126	There are lots of cracker thins made by various companies	none
9	1128	haven't heard of them	no
10	1152	DONT KNOW WHAT THEY ARE	NO
11	1170	[I don't know / no opinion]	
12	1178	[I don't know / no opinion]	
13	1216	[I don't know / no opinion]	
14	1230	[I don't know / no opinion]	
15	1242	[I don't know / no opinion]	
16	1266	never buy cracker thins	no
17	1269	Bwcause there are various crackers that are thin	No
18	1283	no idea what they are	Yes!
19	1299	it's just cracker	none
20	1315	[I don't know / no opinion]	
21	1358	[I don't know / no opinion]	
22	1373	I'm not sure which brands have thins	No
23	1391	[I don't know / no opinion]	
24	1407	cant think of any	no
25	1409	It's 3:30 in the morning, I've been sick and barely slept the past two nights, so my memory isn't working so great.	no
26	1453	[I don't know / no opinion]	
27	1454	[I don't know / no opinion]	
28	1466	Nabisco	no



**Verbatim Responses of survey respondents who associate CRACKER THINS with NO COMPANY: CONTROL<sup>a</sup>**

	ID	Q5 Why do you associate CRACKER THINS with no company?	Q5A Anything else?
29	1468	[I don't know / no opinion]	
30	1507	[I don't know / no opinion]	
31	1526	Because I never heard them used by that term, before.	Nope.
32	1537	lots of crackers are this	nothing that I can think of
33	1554	The name is unique.	nothing else.
34	1564	Haven't really seen cracker thins so don't know what company sells them	No
35	1583	I think it's quite a generic concept anymore and store brands have them and national brands have them and international brands have them	none that i can think of
36	1609	I have never heard of them	nope
37	1624	[I don't know / no opinion]	
38	1647	I don't know what they are	never heard the brand name
39	1689	I'm not sure of the company	no
40	1696	PROBABLY BECAUSE I ATE THEM ONCE SO LONG AGO,I DIDN'T LIKE THEM.	NONE AT ALL
41	1722	It sounds too generic	No
42	1731	don't recall this name	no
43	1751	Sounds generic	No
44	1752	Seems too generic, can't recall a brand	no
45	1764	It's a generic description	Thins are associated with Wheat Thins, but thin is a commonly descriptive word, so I don't feel it's correlated to one brand
46	1779	NEVER HAD THEM DON'T KNOW WHO MAKES THEM	NO
47	1790	[I don't know / no opinion]	
48	1808	[I don't know / no opinion]	
49	1821	I've had them before but I don't remember the brand & I'm sure I've tried more than one brand.	no
50	1857	A specific company doesn't come to mind when buying or eating cracker thins.	No
51	1866	Not familiar with this name or phrase.	No
52	1876	I think I have seen the item but do not recall what brand puts it out.	no
53	1916	[I don't know / no opinion]	
54	1942	[I don't know / no opinion]	
55	1951	cant think of any	nope
56	1957	I'm not familiar with this term.	Nothing else.
57	1958	It is a general term, but if I had to assume it was associated with a company, it would be from the Wheat thins brand.	nothing else.
58	1960	I've not heard of them.	no
59	1975	[I don't know / no opinion]	
60	1990	just can't think of any companies	no
61	2029	[I don't know / no opinion]	
62	2031	don't really buy them	no
63	2057	[I don't know / no opinion]	

**Verbatim Responses of survey respondents who associate CRACKER THINS with NO COMPANY: CONTROL<sup>a</sup>**

	ID	Q5 Why do you associate CRACKER THINS with no company?	Q5A Anything else?
64	2078	I do not recall a product by the name of CRACKER THINS	No
65	2097	I don't know what they are.	No
66	2118	[I don't know / no opinion]	
67	2178	I have no idea what you mean about cracker thins.	no
68	2197	[I don't know / no opinion]	
69	2199	i don't buy cracker thins	no
70	2210	generic	no
71	2243	I do not usually buy thin crackers.	No
72	2249	I've never heard of cracker thins	nope
73	2260	[I don't know / no opinion]	
74	2284	[I don't know / no opinion]	
75	2295	[I don't know / no opinion]	
76	2303	I don't know of any company that uses the term cracker thins	no
77	2322	I cannot think of the company	No
78	2327	[I don't know / no opinion]	
79	2340	[I don't know / no opinion]	
80	2354	I don't know what cracker thins are other than thin crackers and I'm sure more than one company produces a product like that.	no
81	2408	[I don't know / no opinion]	
82	2420	[I don't know / no opinion]	
83	2457	seems like a generic term	nothing
84	2470	Wheat Thins are different things.	No
85	2482	Because I think cracker thins can be made by any company.	Can't think of anything else.

a. STIMULUS = CONTROL